

2022-01-04

## Infographic: A Typology of Corporate Events

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### Recommended Citation

Craggs, R. (2022) A Typology of Corporate Events. Developed as part of the Sustainable Event Industry Knowledge (SEIK) project, School of Tourism & Hospitality Management, TU Dublin. DOI: 10.21427/6Z1J-DY32

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Funder: National Forum for Teaching and Learning, Higher Education Authority

# TYOLOGY OF CORPORATE EVENTS

1



## Corporate Conferences, Meetings and Seminars

Small scale conferences or meetings to exchange knowledge, educate employees, give presentations, solve problems and for networking.

2

## Incentive Events

Events to reward employees for good work, sales, achievements etc. Incentive events can include international travel, team building activities, hospitality and retreats.



3



## Corporate Hospitality

Gala dinners, business dinners and corporate parties in venues or hotels to entertain employees and clients.

4

## Product Launches

Events to increase sales and introduce, highlight, showcase and raise awareness of new company brands and products.



5



## Motivational Events

Events to build employee team skills, improve teams and motivate employees. These often include problem-based activities, sport/recreation and employee award ceremonies.